**Class and Fellows Chair Call Notes**

Wednesday, November 14th, 2012

**Present: Buck Dopp '72, Paul Doyle '77, Rob Fandrich ’08, Gabriel Harren '10, Brian Kelly '99, Rob Kost '79, Christopher Loth '05, Pat McDonnell '67, Len Mrachek '58, Joe Mullen '68, Brad Neary '81, Bill O'Connell '70, Dennis Schleper '83, Andrew Spaanem '06, Paul Webber '81, Raj Chaphalkar, Michael Cummings, Megan Evens, Adam Herbst, Jim Kuhn, Ryan Minnehan, Charlie Welsh**

**Not Present: Tony Biebl '71, Jim Bifaro '96, Tim Bot '86, Tom Brever '75, Andy Carlson '00, Bob Christensen '62, Tom Daly '59, Patrick Deering '09, Tim Egan '75, Rob Fairbank '88, Chris Fairchild '92, Greg Feldmeier '80, Rand Gallagher '08, Bob Gavin '62, David Hardwick'60, Luke Hellier '07, Tom Henderson '10, John Herbeck '90, David Hermerding '84, Mike Hoffman '00, Joshua Huot '11, Doug Jaeger '89, Bob Jennissen '85, Matt Keller '86, Pat Kennedy '85, Bill Kenney '81, John Kessler '79, Vince Kinney '63, Bill Knese '70, Marty Long '83, Craig Maki '98, Pat Maxwell '66, Charlie McCarthy '53, Todd Meeker '89, Pat Melvin '95, Jon Mosier '08, Todd Mueller '74, Jim Mulrooney '03, Casey Nepper '05, Ralph Opatz '49, Bob Praus '62, Eric Ruzicka '98, Pat Ryan '84, Brett Saladin '08, Sid Sandeen '57, Matt Schmit '02, Tom Schneeweis '69, Bill Schubert '62, Herb Schulte '69, Kevin Seggelke '78, Joe Shaughnessy '83, Alec Shern '11, Mike Slavik '01, Grady Sloan '11, J.T. Starzecki '96, Mark Sterk '97, Bob Stich '60, Pete Stoddart '88, Jesse Stremcha '99, Jon Theobald '67, Ronald Tomczik '65, Joe Torborg '91, Tim Ward '78, Bob Weber '61, Dave Wendt '63, Bob Wicker '64, Jamey Wojciechowski '96, Tony Zahorik '66**

1. Information and updates.
   1. Review of last call.
      1. Associate VP for Institutional Advancement – John Young discussed the Campaign status and provided an update on facilities.
      2. Reviewed AF progress, strategy and resources available.
   2. Current call overview.
      1. Adam Herbst to discuss Alumni Relations.
   3. Ryan shared the Campus updates.
      1. **Michael Hemesath’s Presidential Inauguration took place on Saturday, October 20th. He is busy meeting with alumni and friends across the globe. He just returned from a trip to Asia.**
      2. **We received good news regarding SJU and CSB’s rankings among national liberal arts schools. SJU rated 75th and CSB rated 96th. We are excited about our rankings.**
      3. **This is the second consecutive year focus has been placed on first generation college students attending SJU.**
      4. **Winter sports are well underway here. Over the weekend of November 17th, all winter sports had home games.**
   4. Michael provided the Annual Giving review.
      1. **FY13 Annual Fund giving numbers since our last call – as of 11/12/12.**
         1. **Annual Fund dollars are at $339,000. This is $69,000 behind our pace in FY12.**
         2. **Fellows dollars are at $184,000. We are down 13 donors and $81,000 behind our pace in FY12.**
            1. **$55,000 of FY12’s Fellows dollars were from will/estate/planned gifts. In FY13, we are at $0 for will/estate/planned gifts.**
            2. **We are placing a higher focus on the Fellows Society in FY13.**
         3. **Annual Fund donor numbers remain positive. We are 207 donors above our pace in FY12.**
         4. **We are beginning to solicit the current Board of Trustees and past Board of Regents now.**
         5. **November and December are the two of the largest giving months for the Annual Fund.**
      2. Year-to-date information.
         1. **Charlie provided an update on the Call Center’s efforts.** 
            1. **As of 11/9 they had 673 pledges. The early part of this week was spent calling LYBUNTS. In just two days, they had 169 pledges for a total of $22,500. They also received 20 credit card payments for just under $2,000.**
            2. **Student Ambassadors are given incentives for credit cards gifts they get over the phone, because it reduces loss from delinquent pledges and saves in mailing costs.**
            3. **The Call Center is effective, but personal contacts from volunteers on your class committees are a preferred method of solicitation by many Alumni.**
      3. Updates.
         1. **Ryan is educating first-year and sophomore students about philanthropy.**
         2. **Charlie is working to enhance the parent programming.**
            1. **The focus with the parent programming will be on non-alumni parents. We are working to engage our parents in volunteer roles such as hosting socials, helping at sporting events, and soliciting other parents.**
            2. **We want to highlight the importance of a parent’s involvement in the lives of students today.**
         3. **We are doing testing with our messaging in the solicitation mailings that go out. We are doing a 50/50 split within the list with some getting a student written message and others getting the Johnnie experience message.**
2. I.A. focus and resources for volunteers.
   1. Emphasis for the quarter and a look to calendar year end.
   2. Suggestions and resources.
      1. **Rob Fandrich ’08 shared his experience working with the 2008 class committee to help increase class participation in giving to the Annual Fund. In just 25 days, the number of donors in their class increased from 55 to 81. It is true that “many hands make light work”. This was accomplished by holding a call night with pizza on June 6, 2012. Contact your AF team member to discuss setting up a similar call night for your committee of volunteers.**
      2. **All classes are in a 5-year reunion cycle.** 
         1. **Jim will be working with classes that are not in their reunion year (1st-4th) to help avoid a fall-off from SJU involvement and participation.**
         2. **Jim will be placing extra focus on classes that are in their 3rd and 4th years to help them form cohesive and active class committees prior to the start of their 5th year, their reunion year.**
         3. **Raj announced that 3s and 8s are now in their reunion years and should be very active. Class and Fellows Chairs are working with him and Ryan on their outreach and event plans.**
      3. **Raj and Ryan provided a training simulation for making solicitation phone calls.**
         1. **Make sure to familiarize yourself with the person’s giving history. This information can be found using the Johnnie Volunteer Portal at** [www.sjualum.com/volunteer](http://www.sjualum.com/volunteer)**.**
         2. **First ask the person you are calling if it is an OK time to talk. Pay attention to the background noise. Does it sound like he is busy or is in a chaotic environment?**
         3. **If the person has an objection to giving, listen to him first and then try to explain reasons why he should give.** <http://www.csbsju.edu/Documents/SJU%20Alum/Class%20Volunteer%20Handbook%2010-17-2011.pdf#page=12>.
         4. **Remember to smile when you are talking to him. A smile does come across over the phone.**
         5. **Pay attention to details.**
         6. **Most importantly, don’t take what they say to you personally and don’t give up!**
      4. **Brad Neary ’81 stated that when you are soliciting someone, you should ask open-ended questions. “I would like you to consider a gift of $100”.**
      5. **Paul Webber ’81 shared that when you are soliciting someone, you should ask them “Have you made giving a habit? Is giving to SJU this year on your list of gift donations? We would like it to be.”**
3. Guest speaker – Director of Alumni Relations – Adam Herbst.
   1. **Adam provided a brief review of the Alumni Association overall and how his office supports it. He works to keep Alumni connected to SJU through events and programs. He also works closely with the Alumni Board and is the University liaison for the J-Club.**
   2. Ways to connect and ways to support Saint John’s – to be shared with committees and their personal contacts.
      1. **President Michael Hemesath’s message includes four ways you can connect and support SJU.**
         1. **Goodwill – Be proud to tell people you are a Johnnie and also attend alumni events.**
         2. **Refer students – Be on the lookout for great young men to attend SJU.** 
            1. **Our First Year class size goal is 485 students.**
            2. **“Spread the Red” Campaign is well underway.**

**To learn more, go to:** <https://admissions.csbsju.edu/register/tshirtreferral>

* + - 1. **Prepare students – help students plan for life after graduation.** 
         1. **Participate in the** [Take a Johnnie to Lunch](http://www.csbsju.edu/sjualum/Volunteer/Take-a-Johnnie-to-Lunch.htm) **program.**
         2. **Provide internships for students/young alumni.**

**Approximately 162 Alumni participated in Career Fair and Internships in FY12.**

* + - * 1. **Give advice to students.**
      1. **Financial Support – Give to the Annual Fund yearly.**
  1. Updates.
     1. **There is a focus being placed on measuring Alumni engagement.** 
        1. **There are roughly 24,000 SJU Alumni around the world. We have email addresses for approximately 60% of the alumni base.**
        2. **177 events were held in FY12.**
        3. **Approximately 4,627 people attended events in FY12.**
        4. **Alumni engagement correlates with Annual Fund support. Over 61% of Alumni who are volunteers for SJU support the Annual Fund. Volunteers and SJU still need to ask Alumni to support the Annual Fund; support does not happen on its own.**
  2. Questions for Adam.
     1. **Paul Webber ’81 asked if volunteers are able to see participation levels for events in Sharepoint.**
        1. **Event attendance, class giving and other benchmarking data for your class is available on the Johnnie Volunteer Portal.** <http://www.csbsju.edu/Documents/SJU%20Alum/Supporting%20SJU/Class-Stats.pdf>.
        2. **Otherwise, you can go to** [www.sjualum.com](http://www.sjualum.com) **and:** 
           1. **Click Chapters/Clubs/Classes link.**
           2. **Click Class Pages link.**
           3. **Click on your class year link.**
           4. **Click on “Compare your class to others” link.**
        3. **Anyone on the AF team can get you more specific data for your class.**

1. Upcoming Alumni events – go to [www.sjualum.com/events](http://www.sjualum.com/events).
   1. **11/30:** [**Polidazzle Social**](http://csbsju.imodules.com/Polidazzle) **at the St. Paul Hotel, St. Paul, MN.**
   2. **12/1: Celebrating the Season at the Basilica, Minneapolis, MN.**
   3. **12/4 – 12/6: Out-of-state President’s Receptions.**
   4. **12/6: Fellows Society Christmas Reception at Platinum Bank, Oakdale, MN.**
      1. **Don’t forget to RSVP to Megan.**

**Call (320) 363-2591 or email** [mevens@csbsju.edu](mailto:mevens@csbsju.edu).

* 1. **12/15:** [**YAC Toys for Tots Drive**](http://csbsju.imodules.com/2012YACToys) **at Stanley's Bar Room, Minneapolis, MN.**

1. Call review.
2. **Next call date Wednesday, February 20th, 2013.**
   1. Topic TBD.